

BS00155

U.S. Application No. 09/751,702 Examiner BROWN, Art Unit 2611
Response to May 18, 2006 Office ActionAMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for formulating controlling and managing presentation to viewers of programming content, the system comprising:

a processor communicating with memory,

the processor retrieving the programming content from the memory and communicating the programming content to users, the processor receiving and tabulating votes from the users that suggest alternative plots for the programming content, the processor then sending an instruction to a transmission facility to communicate alternative programming based on the tabulated votes

- a. receiver adapted to receive a signal corresponding to a program and program control data, the program control data having a data format in which a default entry is subsequently followed by a series of data records, with each data record associated with a particular portion of the program, each data record having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action;
 - b. a viewer interface adapted to receive information related to program presentation preferences of a viewer; and
 - c. a processor adapted (1) to modify the program based on the program control data and (2) to output the modified program for presentation on a display device.
2. (Currently Amended) The system of claim 1 wherein the processor embeds the alternative plots into channels of the programming content offset time stamp is expressed from a start time of the program.

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3. (Currently Amended) The system of claim 1 wherein the processor communicates the programming content to the users via the Internet offset time stamp is expressed in hours, minutes, seconds, and frames from a start of the program.
4. (Currently Amended) The system of claim 1 wherein the processor communicates the alternative plots to the users via the Internet component value of each data record refers to at least one of an audio and video portion of the program to which the rating value and the content attribute value apply.
5. (Currently Amended) The system of claim 1, wherein the processor tabulates the votes received from an Internet website component value of each data record refers to at least one of a substitute audio and substitute video portion for the program to which the rating value and the content attribute value apply.
6. (Cancel)
7. (Cancel)
8. (Cancel)
9. (Cancel)
10. (Cancel)
11. (Currently Amended) A method for formulating programming content controlling and managing presentation of programs and portions thereof, comprising:

retrieving the programming content and communicating the programming content to users;
receiving and tabulating votes from the users that suggest alternative plots for the programming content; and
providing an instruction to communicate alternative programming based on the tabulated votes

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- a. ~~receiving a program;~~
- b. ~~receiving program control data associated with the program, the program control data having a data format in which a default entry is subsequently followed by a series of data records, with each data record associated with a particular portion of the program, each data record having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action;~~
- c. ~~receiving information related to the program presentation preferences of a program viewer;~~
- d. ~~modifying the program based on the program control data; and~~
- e. ~~outputting the modified program for presentation on a display device.~~

12. (Currently Amended) The method of claim 11, further comprising embedding the alternative plots into channels of the programming content wherein receiving the program control data comprises receiving the offset time stamp expressed from a start time of the program.

13. (Currently Amended) The method of claim 11, further comprising communicating the programming content to the users via the Internet wherein receiving the program control data comprises receiving the offset time stamp expressed in hours, minutes, seconds, and frames from a start of the program.

14. (Currently Amended) The method of claim 11, further comprising communicating the alternative plots to the users via the Internet wherein receiving the program control data comprises receiving the component value referring to at least one of an audio and video portion of the program to which the rating value and the content attribute value apply.

15. (Currently Amended) The method of claim 11, further comprising tabulating the votes received from an Internet website wherein receiving the program control data comprises receiving the component value referring to at least one of a substitute audio and substitute

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~~video portion for the program to which the rating value and the content attribute value apply.~~

16. (Cancel)
17. (Cancel)
18. (Cancel)
19. (Cancel)
20. (Cancel)
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